Creative Brief for Branding

**1. What is your mission statement or business objective?**

To empower small business owners with websites that deliver business results.

**2. What are you selling?**

Website management software, website hosting, and advice on improving website sales.

**3. Who is it for? (consider age, education, income, lifestyles, likes and dislikes, etc).**

Initially business owners with 1 to 5 employees where the owner manages the website. Eventually (1 year?) hobbyists who want to get website income and large company marketing departments.

**4. How would you like to be perceived by others?**

Caring. Result focused. Fair. Fast. Dependable. High quality. High value.

**5. What do you offer your target market that others do not?**

Simplicity and sales focus.

**6. What do you want your logo to say about you?**

Wisdom / consulting / advice / easy / simple / smart.

**7. What keywords best describe your business? (select all that apply and feel free to add more)**

Dependable, enthusiastic, high-tech, smart, secure, integrity, serious, upscale, content management system,

**8. What are 2 logos/brands that you like? Dislike?**

Logos I Like: Apple, Twitter, Facebook, Target, MSU

Logos I Dislike: Wendy’s, Microsoft, Coke, Starbucks, General Electric

**9. What colors do you like? Dislike?**

Like: dark shades of just about every color. Bright reds, oranges, blues

Dislike: pink

**10. What is the time­frame?**

I’ll be selling next week, but I don’t want to go with something I don’t love.